

**PERANCANGAN DAN PENGEMBANGAN KONSEP *MOBILE*
WORKSHOP UNTUK MENINGKATKAN *SERVICE*
EXCELLENCE PADA USAHA JASA PERAWATAN DAN
PERBAIKAN MOBIL**

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ABSTRAK

Penelitian ini bertujuan untuk merancang dan mengembangkan sebuah variasi pelayanan jasa berupa pelayanan *mobile workshop*. Pengembangan konsep perancangan pelayanan *mobile workshop* menggunakan dua metode, yaitu *The front-end process of concept development* dan *Quality Function Deployment* (QFD) dengan *tools House of Quality* sampai level 3. Penelitian ini dimulai dengan mengidentifikasi atribut pelayanan lalu dilanjutkan dengan proses penerjemahan kebutuhan konsumen menjadi kebutuhan teknis, kebutuhan proses dan prosedur kualitas sehingga didapat beberapa alternatif konsep yang dapat digunakan sebagai acuan alur pengembangan produk. Berdasarkan kesimpulan dari penyusunan *House of Quality* sampai level 3, faktor yang paling dominan dalam meningkatkan *service excellence* dari bengkel adalah dengan mengembangkan 4 atribut prosedur kualitas, yaitu membuat *business model* untuk pembuatan aplikasi *mobile workshop*, mengintegrasikan data administrasi dalam sistem komputer, mencatat *database customer* dalam sistem komputer, dan pengaturan *inventory spare part*.

Kata Kunci: *Product Design and Development, Quality Function Deployment, House of Quality*

**CONCEPT DESIGN AND DEVELOPMENT OF MOBILE
WORKSHOP FOR INCREASING SERVICE EXCELLENCE IN CAR
MAINTENANCE SERVICE**

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ABSTRACT

The purpose of this study is to design and develop a mobile workshop service as variation of service coverage. The development process of designing mobile workshop service is done by using two methods which are The Front-End Process of Concept Development and Quality Function Deployment (QFD) tooled with House of Quality up to 3 levels. The research begins with identifying customer needs attributes as for the input to construct the technical requirements, the process requirements, and the quality procedures. The result is used as the guidance for designing and developing a concept of mobile workshop service. The final stage of House of Quality concludes 4 significantly important attributes of quality procedures which guide succeeding development process to enhance the service excellence. Those attributes include preparing a business model to make an application for mobile workshop service, integrating the administrative data into computer system, recording customer database into computer system and managing spare part inventory.

Keywords: *Product Design and Development, Quality Function Deployment, House of Quality*